

INFO Brief



Community Action for
Substance Free Youth

substance free is where it's at

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SUMMARY of RESULTS for Connecticut

Best Practices: The Last Four Years

During the past four years of the *Best Practices* grant, Lyme-Old Lyme's Community Action for Substance Free Youth coalition has utilized the Strategic Prevention Framework (SPF) to address the priority problem of underage drinking. The Coalition's SPF implementation has included data-driven strategic planning, data collection, capacity building, implementation of strategies and process evaluation. The grant has allowed surveying youth in grades 7-12 twice since our baseline survey in 2009. **In Lyme-Old Lyme past month use of alcohol among 7-12th graders has decreased from 25.5% in the 2009 Youth Survey to 10.8% in the 2013 Youth Survey.**

THE GOALS

The Coalition is composed of 20 members from multiple sectors of the community, including youth. The involvement of representatives from many sectors makes it easier to make community-wide changes. The Coalition (formed in 2005) met in early 2010 to assess underage drinking issues in Lyme-Old Lyme and identified three primary goals:

- (1) **reduce easy social access, especially in homes and at parties,**
- (2) **increase perception among youth of the risk of harm from regular consumption of alcohol, and**
- (3) **increase and support enforcement of laws and school policies.**

The Numbers:

3 Media Campaigns aimed at adults:

- "The easiest place for kids to get beer is next to the milk." (2011-2012)
- "I will be a parent not a bartender: The Majority of Parents SAY NO to underage drinking." (Note: See picture below) (2013-2014)
- "Hey You! Providing alcohol to a person under 21 is illegal. It can get you 18 months in prison and a \$1500 fine. Please don't take the risk!" (2011-14)

Media campaigns include: **12** billboard graphics on sanitation trucks, **2** road banners, **14,000** graphics and risk of harm information to taxpayers in Lyme and Old Lyme, **70** posters in businesses, churches, and schools, **4** press stories, **6** website placements, and emails to parents of **1524** students. **10,000** total stickers on beer in largest off-sale business twice a year (2011-2013) and **6** floor graphics in all off-sale businesses. **12** months of ads appeared on local Big Y TV. **4** articles on underage drinking prevention in

The DAY newspaper, **3** in *lymeline.com*, **1** feature story on Channel 8.

Defeated **1** zoning ordinance petition that would have allowed another outlet for alcohol sales. **9** youth led mini-grant, substance-free activities for **851** high school youth. Prevented **10** drinking parties in homes through pre-emptive visits by police who received information about planned parties from newly empowered parents. **12** mailings to parents of all **1308** high school students about party tips and monitoring their teens during Winter Ball, Prom, holiday season,

and summer. **2** mailings to parents of **238** seniors concerning alcohol over the summer and at college. **2** letters to parents of **230** 8th graders about prevention of alcohol use during the transition to high school.

436 freshmen and **648** juniors and seniors attended classroom programs on risk of harm, alcohol laws, and school policies. **21** youth led the planning for **6** programs. **543** adults attended **10** information programs. **20** coaches attended **1** risk of harm to athletes program, and **200** parents of athletes attended coaches' program on risk of harm.



ABOUT LYME / OLD LYME

Population 10,000*

(Population doubles in summer with visitors & seasonal residents)

Lyme-Old Lyme High School: 436 students**

Lyme-Old Lyme Middle School: 362 students**

*2010 Census **School District Report

CASFY SUCCESSES:

The CASFY Coalition has been collecting data since 2006; the most recent survey was conducted in early December, 2013. Below are marks of success in reducing underage drinking in Lyme-Old Lyme.

Performance Targets Grades 7-12	Baseline Year 2009	Performance Year 2013	OUTCOMES
Past 30 day use	25.5%	10.8%	Decrease of 58%
Lifetime use of alcohol	46.0%	22.9%	Decrease of 50%
Perception of great harm	34.0%	46.7%	Increase of 37%
Parents greatly disapprove of drinking	56.7%	86.6%	Increase of 53%
Expulsion is most severe consequence for alcohol possession at school	32.3%	40.9%	Increase of 27%